



Spring Millinery Opening!

Monday, Tuesday, Wednesday,

MARCH 17, 18 and 19.

Our 1902 Spring Millinery surpasses all previous efforts, both as to style and prices. The exquisite Taste and Beauty of the New Modes for this season has never been known to the art of Millinery. The beauty, grace, originality and effectiveness of our

PATTERN HATS AND PRODUCTIONS FROM OUR OWN WORKROOMS

form an ideal gathering. The most bewitching creations of the most noted milliners of the old world have their duplicates in our showing. For every woman there is a shape and style that is most becoming to her. Here will be found most correct interpretations of the season's smartest conceptions.

Children's and Misses' Hats.

Our collection of the newest effects for Children and Misses is most superb.

The Paris
MILLINERY CO.
262-66 SO. MAIN ST.

Cloaks, Suits, Underwear, Hosiery, Notions.

Opening Exhibition in Ladies' Ready-to-Wear Section

We never had so many chic, jaunty garments in our store as we have right now. A glimpse in this department will plainly show you that we are capable of satisfying your wants in Ladies' Suits, Skirts, Waists, Long Coats, Etons, etc., etc.

LADIES' TAILOR-MADE SUITS.

The excellent taste and large variety of this exhibition certainly show our persistent determination to gather for you the most fashionable and worthy garments and to place them within your reach at prices just as low as any house in the country and much lower than most houses. They come in Etamines, Canvass or Basket Cloth, Cheviots, Tweeds, Scotch Mixtures, Broadcloths, Venetians, Etc., Etc. Stunning Skirted Blouse, Jacket Effect, Collarless Eton, Eton Blouses, Etc., Etc. Colors—Light gray, tan, new blues, red, castor, Oxford, black, etc., etc.

Moire and Taffeta Silk and Cravenette Long Coats.

The fashionable garments for the coming season. They are convenient, serviceable, as well as extremely effective, half-fitted back, or loose and gathered in at waist with belt, new full sleeves, fancy collar or shoulder cape effect, beautifully tailored seams, also elaborately trimmed with cream lace, chiffon and fancy trimmings.

New Silk Waists and Summer Shirt Waists.

The finest display we have ever had. The hundreds of new modes will give you a comprehensive idea of what fashion now demands. They are simply marvels of beauty and elegance. The workmanship is superior and the styles are exquisite.

Spring Jackets.

A very handsome line of the New Moire, Taffeta or Cloth Eton Jackets, fancy heavy braid and cream lace trimmings.

Madame Cater

Latest Modes in Hats and Trimmings.

Has just returned from the east where she has made the largest selection of Pattern Hats of any season and devoted about six weeks to a thorough study of all the

Silk Dress Skirts

styles this season will be more pronounced than ever.

An exhibition of all that is new, attractive and artistic, a showing that is the wonder of the city for its exclusiveness in styles, shapes, and values, by far the most complete showing we have ever made. The approval of our

Child's Coats.

New and elegant variety of Infants and Children's Long and Short Coats in Cashmeres, Bedford Cord, Silks, etc.

Ribbons.

A beautiful variety of all the Late Novelties, all the fine qualities for Easter and Millinery Purposes, and for Sashes, Corsage Bows, etc. The richest and most elaborate showing in the New Spring Effects to be found in the city.

Golf Skirts.

New Spring Styles, and a price saving, a large and elegant assortment, including a grand variety of styles.

Neckwear.

All the Latest Novelties and Newest Effects in Ladies' Neckwear in Large and Elegant Variety.

Gloves.

New Gloves with New Gowns. If the gown is new and smart you'll certainly want Correct Gloves to go with it. A Spring season has never seen a handsomer collection.

Silk Petticoats.

The Acme of Petticoat Elegance. If extent of variety has a charm you will surely look over our showing. There are gatherings of exclusiveness and praiseworthy effects to attract you.

Veilings Laces.

Our stock this season comprises a Grand Variety. All the latest and prettiest effects in Veilings, Laces and Embroideries.

Child's Hats AND Bonnets.

All the latest novelties in Child's Hats and Bonnets in endless variety at popular prices.

Muslin Underwear and Infants' Wear

A splendid assortment of Dainty and Pretty Things in Muslin Underwear and Infants' Wear at Popular Prices.

Fancy Hosiery and Knit Underwear

Our display in this department includes everything in Fancy Hosiery and Underwear for Women and Children that is Novel and Pretty.

Corsets.

Our display of Corsets is in accord with the prevailing fashion, and not only do they fit to perfection, but they guarantee a perfect form.

Belts.

New Spring Belts. Everything New in Belts can always be found here.

Spring Capes.

Our stock of Spring Capes, in Silk or Cloth, comprises a very nice assortment of styles at Popular Prices.